

SAMPATH KUMAR S

LEAD GENERATION | BUSINESS DEVELOPMENT SPECIALIST

CONTACT DETAILS

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AWARDS & ACCOLADES

- Best Quarter Performer Award (2021)**
Recognized for exceeding lead generation targets.
- Best Sale Value Award (2022)**
Achieved the highest revenue contribution through strategic prospecting.
- Best Team Impact Award (2023)**
Led a high-performing team to surpass business development goals.

CORE COMPETENCIES

- Lead Generation & Prospecting
- Business Development Strategies
- Business Advisory / Consultancy
- B2B Sales
- Market Research
- Email & LinkedIn Outreach Campaigns
- CRM Management (Salesforce, HubSpot, Pipedrive)
- Marketing Automation
- Data Analysis
- Account-Based Marketing (ABM)
- Client Relationship Management
- Cold Email Campaign Optimization
- LinkedIn Campaign Optimization
- Sales Funnel & Pipeline Development
- Negotiation and Deal Closure
- Competitive Analysis
- Benchmarking
- Quality Assurance
- Performance Monitoring
- Team Leadership
- Process Optimization

EXECUTIVE SUMMARY

- Results-driven Lead Generation Specialist with **over 7+ years of experience** in executing high-impact market research, outbound campaigns, and data-driven prospecting strategies.
- Adept at leveraging automation tools, CRM platforms, and email outreach techniques to drive pipeline growth and surpass sales targets.
- Skilled in managing lead generation teams, optimizing outreach campaigns, and enhancing conversion rates through strategic market intelligence.
- Proficient in identifying and targeting key decision-makers, ensuring seamless collaboration between sales and marketing teams.
- Recognized for achieving top performance awards and delivering consistent revenue growth.

EMPLOYMENT OUTLINE

Lead Generation Manager

Emotii - Bengaluru, Karnataka | March. 2026 – July 2026

Key Deliverables:

- Lead Generation Strategy:** Managed market research and multi-channel outreach campaigns, increasing lead pipeline by **25%**.
- Email & LinkedIn Campaigns:** Developed targeted outbound strategies using aged LinkedIn accounts and Waalaxy automation, ensuring compliance with GDPR and CAN-SPAM regulations.
- CRM & Data Management:** Oversaw special cold email campaigns, monitored SPF, DKIM, and DMARC records to maintain email account health.
- Automation & Prospecting Tools:** Proficient in Clay, Mailchimp, HubSpot, Smartlead, Instantly, and Buying Leads for data-driven outreach.
- Market Research & Analysis:** Delivered high-value projects on prospecting, candidate sourcing, salary benchmarking, and competitive analysis, improving data quality and conversion rates.
- Performance Tracking:** Designed monthly and daily production plans aligned with OKRs, optimizing lead handover efficiency to sales teams.

Lead Generation Manager

Finquest (FDST Services Pvt.Ltd) - Bengaluru, Karnataka | Jan. 2024 – Dec.2025

Key Deliverables:

- Demand Generation & Lead Qualification:** Collaborated with sales and marketing teams to execute demand generation campaigns, improving lead quality, conversion rates, and pipeline growth across global markets including SEA, MENA, US, UK, Singapore, Malaysia, Australia, and Europe.
- Prospect Engagement & Appointment Setting:** Scheduled discovery calls and product demonstrations, connecting qualified prospects with Account Executives to accelerate the sales pipeline.
- Customer Experience & Quality Assurance:** Delivered a high-quality customer experience by adhering to established quality standards, ensuring customer satisfaction throughout the outreach process.

- Communication skills

ACADEMIC CREDENTIALS

- **Master of Business Administration (MBA) - Marketing**
Amrita Vishwa Vidyapeetham, Coimbatore, India | 2026
- **Bachelor of Mechanical Engineering**
Sri Krishna College of Technology, India | 2020
- **Diploma in Mechanical Engineering**
Sri Narayana Guru Polytechnic College, India | 2016

TECHNICAL SKILLS

- **CRM & Data Management:** Salesforce, HubSpot, Pipedrive, Intercom, Drift, Airtable, Gong, Trumpet, Bombora
- **Lead Generation & Outreach:** LinkedIn Sales Navigator, Apollo.io, Lusha, Snov.io, RocketReach, Findymail, Iypeas, GetSales.io, Ocean.io, RB2B, Clay, Clearbit, CompanyEnrich, 6sense, Vector, Phantombuster
- **Marketing Automation & Email Campaigns:** Instantly, Smartlead, Mailchimp, Saleshandy, Mailshake, Woodpecker, Dripify, Waalaxy, HeyReach.io, OutboundSync, Maildoso, SalesRobot.co, Funnelbake
- **Data Mining & Research:** ZoomInfo, Crunchbase, Owler, Dataminer, Hunter.io, MillionVerifier, NeverBounce, Octoparse, ParseHub, UiPath, Trigify.io, DiscoLike
- **Workflow Automation & AI Tools:** Make, n8n, Relevance AI, Claude

PERSONAL DETAILS

- **Language:** English, Tamil
- **Nationality:** Indian

- **Project & Campaign Management:** Planned, organized, and managed end-to-end project deliverables, including pre- and post-campaign activities, outbound campaigns, and CRM data management.
- **Reporting & Performance Analytics:** Monitored marketing program performance and outbound campaign metrics, providing actionable insights on lead generation, campaign effectiveness, and revenue contribution.
Cross-Functional Collaboration: Worked closely with sales and marketing stakeholders to optimize outreach strategies, streamline lead handover processes, and improve overall campaign efficiency.

Senior Lead Generation Specialist

Uplers Pvt Limited, Gujarat, India | Jul. 2021 – Dec. 2023

Key Deliverables:

- **Outbound Campaigns:** Designed and executed multi-touch lead generation strategies, elevating brand awareness and increasing conversion rates.
- **Campaign Performance Optimization:** Analyzed ROI metrics, optimized outbound campaigns, and ensured alignment with revenue goals.
- **Client Engagement & Quality Assurance:** Ensured a seamless customer experience, enhancing satisfaction scores and refining outreach processes.
- **Marketing Collateral Development:** Created high-impact case studies, email templates, and sales presentations to support lead generation.
- **Stakeholder Collaboration:** Partnered with BDR and marketing teams to enhance business development initiatives and optimize CRM data.
- **Data-Driven Sales Support:** Monitored email responses, nurtured hand-raisers, and provided structured updates to sales and market research teams.

Lead Generation Specialist

Zinnov Management Consulting Pvt Ltd (Draup), TN, India | Jun. 2019 – Jul. 2021

Key Deliverables:

- **Market Research Execution:** Conducted in-depth industry research, sourcing verified leads for IT and technology sales teams.
- **Data Validation & Enrichment:** Utilized multi-stage verification techniques to extract and validate prospect information.
- **CRM & Email Tracking:** Maintained records in Salesforce (SFDC), tracking lead engagement and sales conversion data.
- **Competitive Intelligence:** Leveraged industry databases (Draup, Hoovers, ZoomInfo, Crunchbase) to enhance outreach strategies.
- **Performance Optimization:** Aligned lead generation strategies with OKRs, ensuring consistent achievement of targets.